



## Prometeon's newly launched SuperTruck network attracts fleet operators at Road Transport Expo 2023

**The Prometeon sales team enjoy a busy three days meeting new customers and building existing partnerships**

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The Prometeon Tyre Group enjoyed a successful debut at the Road Transport Expo at NAEC Stoneleigh on 28<sup>th</sup> to 30<sup>th</sup> June. Fleet operators were particularly keen to understand how the newly launched UK SuperTruck network can bring real efficiencies to their business.

Prometeon Sales Director, Steve Tift, says, 'it was great to connect with our existing customers face to face as well as meet a lot of new fleet operators. It was the ideal opportunity to explain the benefits the SuperTruck network offers a range of fleets alongside our PRO SERVICES as well as demonstrate the expanded Serie02 tyre range.'

India Gould, Prometeon's Marketing Manager UK, Ireland and Nordics, adds, 'It was the first time exhibiting at RTX this year and the Prometeon stand was buzzing and busy for the entire three days. We are certainly looking forward to exhibiting at the next Road Transport Expo.'

### **SUPERTRUCK NETWORK**

Prometeon's SuperTruck is a UK wide network of tyre dealers that specialise in the Truck and Bus sector offering a broad range of tyre-related services and Pirelli branded products, with technical support from Prometeon's national tyre experts. The SuperTruck network was first launched in Italy in 2019 and has been successfully rolled out to other European markets including Poland, Greece, Cyprus, Spain, Germany, and Switzerland. Prometeon launched the SuperTruck network earlier this year in the UK.

### **SERIE 02 TYRE RANGE**

The new and improved Serie 02 range is the first Prometeon engineered PIRELLI-branded tyre range with improved mileage, sturdiness, and load capacity. Thanks to the latest innovative and sustainable technologies developed by the Prometeon Research and Development centres, the new range also offers considerably improved rolling resistance.



Prometeon's PRO SERVICES are aimed at satisfying all fleet operator needs. The range of PRO SERVICES enables fleet managers to create a tailored service programme for their tyre management needs with major operational efficiency gains.

PRO MANAGEMENT is a centralised invoicing system with consistent terms and conditions across the Prometeon dealer network. PRO CHECK is a digital inspection and monitoring system for tyres, using the most advanced tools on the market. This complete tyre management solution provides reliable and tailored support for fleet managers and dealers to improve efficiency, optimise maintenance interventions and profitability, as well as boosting tyre performance.

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### For more information, please contact:

Sally Smith or Garry Hague at Gravitas Business Communications

07944 285 867 [sally.smith@gravitasbusiness.com](mailto:sally.smith@gravitasbusiness.com)

07717 811 547 [garry.hague@gravitasbusiness.com](mailto:garry.hague@gravitasbusiness.com)

### PROMETEON TYRE GROUP

Prometeon Tyre Group is the only tyre manufacturer that focuses entirely on the Industrial, namely transport of goods and people, Agro and OTR sectors. Prometeon has a multi-brand offer, with a product portfolio that includes PIRELLI, FORMULA, PHAROS and ANTEO among its main brands. The Group has 4 production plants (2 in Brazil, 1 in Egypt and 1 in Turkey), 3 Research & Development facilities (Italy, Brazil and Turkey) and a Development Centre in Egypt. Approximately 8 thousand people of over 40 nationalities work within the Group, which is present in all 5 continents.



**FORMULA PHAROS SESTANTE**

**ANTEO**

**TEPRYS ERACLE ARGANTIS**